



## LOGOS

### First Impressions

Your logo is the face of your farm. For some people, it will be the only impression they have of you. Logos are a sort of shorthand—quick visual marks that help people remember you and distinguish you from the competition.

What are the key elements of the brand that you've developed? Are you warm, quirky, and fun-loving or serious and traditional? Eco-friendly or cutting edge? Logos must be representative of the brand and message you are trying to convey.

At the same time, be wary of literal translations as they can be both complicated and overused. People remember shapes and colors first, details later. A logo that is too literal (a sparking monitor for a computer repairman, for instance) doesn't say anything unique about your company, and something similar may already be in use by several competitors in your market. Also, complicated logos don't translate well to promotional items, signage, and other marketing tools. A logo should be recognizable at a glance.

### Think Ahead

Make sure your logo is somewhat flexible. Does it work with ink, thread, and pixels? A basic tenant of logo design is that it must look good in black and white. Even if you can afford color, chances are you'll need to use a black representation from time to time. Think newspaper ads, fax covers, office suite signage, and plaques. Scalability is important too. Is it still distinguishable when minimized on a business card or name badge? Now how does it work on a sign or the side of your trucks?

It's best to leave logo creation to the professionals. Working with you, a professional designer will combine iconography, typography, color, and flair to create a logo that symbolizes you clearly and completely. While you make think hiring someone is expensive, they have experience in all manner of issues that will arise and can save you considerable money in the long run.

### Remember your target market

Before you even begin to think about graphics or fonts, stop and think about your target demographic. When it comes to creating a logo, you might be tempted to choose a design that *you* find appealing. However, it's important to remember that your logo is for *your customer* and not you. If your logo doesn't speak to your market segment, it will get lost among the millions of other logos that already exist.

### Color Connects

Color is a strong element that distinguishes your brand and helps people recognize your organization. Used consistently throughout your marketing materials, color can create brand cohesion that reaches far beyond your logo.

Think of these major players; John Deere, Home Depot, and UPS, What colors come to mind?



When choosing logo colors, remember that less can be more. One or two colors are easier to remember and easier to build an identity around than a whole rainbow of hues. Again, be sure your logo color represents your organization but remains distinct from the competition.

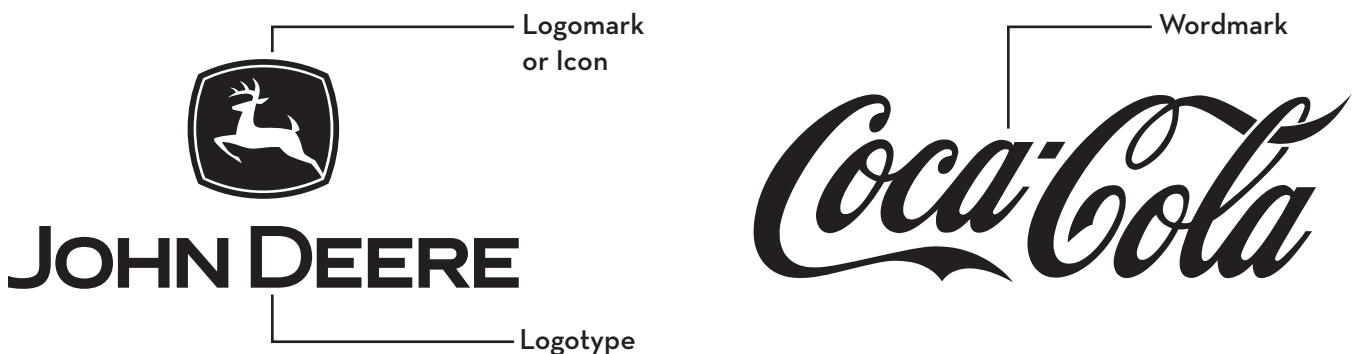
Humans naturally associate universal meanings to specific colors. For example, red is often associated with strength and power, while blue is associated with serenity and tranquility. Choosing the wrong colors for your logo could cause the public to have misconceptions about your brand.

Your designer will specify the colors to be used for your logo. Most printing is done using the CMYK four-color printing process. Also referred to as “process color,” CMYK represents cyan, magenta, yellow, and black. Combining these four shades can create pretty much any colors. However, the designer will also provide you with PMS (Pantone Matching System) or Pantone colors. PMS is a standardized color palette for consistent color application in the graphic design and printing industries. When you specify a Pantone color, you get the same shade no matter who prints it. With CMYK, your logo is subject to slight variations but is less expensive in most cases.

### Focus on your brand

When designing a logo, many try to create an image that communicates their everything about themselves. That’s asking an awful lot! Instead, zero in on the values and ideas that your brand stands for. As customers come to know you and interact with your brand, they’ll quickly learn to associate your logo with these positive principles.

### Logo Anatomy



A **logomark** or **icon** is a symbol used to aid and promote instant public recognition. **Logotype** usually refers to the type treatment that accompanies a logomark. A **wordmark** is a standardized text only logo or graphic representation of the name of a company, institution, or product name used for purposes of identification and branding.



### **Establish standards**

Once you have your logo designed, set guidelines and stick to them. Your employees or vendors may find it tempting to make small changes to fit certain project needs. Someone may want to skew the proportions to fit an ad layout or change the color for a holiday promotion. Don't let this happen. Remember, your logo is a visual shorthand for your brand and it builds customer awareness. People can't remember you if you keep changing your look.

Decide which elements, if any, can be used alone and which must remain part of the total logo. If the logo is printed as one color, which color will you use? Can it be printed in reverse? Determine the amount of white space required around all sides. Document these specifications in a logo guidelines manual, demonstrating the do's and don'ts. Then distribute it to your employees and hold them accountable for upholding the standards.

### **Working with a Graphic Designer**

To develop an effective logo or brand identity for you, it is essential that you are pro actively involved in the process. A designer can't possibly hope to design an effective logo without your input. Often, a designer will have a design brief or questionnaire to provide a solid platform to work from, and ensure that both of you are on the same page.

Assume that the designer knows nothing about you. Provide as much information as possible, including your background, current situation and where you want to be in the future. The description should be succinct, but detailed enough so the designer can really start to get a feel for what you represent. If at all possible, schedule the designer to come visit you to get a better feel for your operation.

Most designers will allocate time to the project based on what your budget is. Generally, the higher the budget, the more resources the designer can invest in your project, and the better the overall end result will be. Be sure you understand what you are getting for their fee. In the end, you should receive your logo in various formats for print and the web. You most likely won't be able to open these files without damaging them, though without the proper software.

Provide the designer examples of logos that you feel may be appropriate for you. This will give them an idea of your personal taste. While providing this information is important, try to stay open minded. Don't hold them to this, they will have more ideas based upon their expertise. Also, give the designer examples of competitors and things to avoid that they may not be aware of.

A well thought-out logo can make or break your brand. So don't rush your upcoming design project; be involved in your design decisions. Don't hesitate to get other people's opinions but avoid having a committee involved in the design process. Solicit their input in before you start so that everyone is on the same page.